

<p>1. Customer Segment</p> <ul style="list-style-type: none"> • Large scale Farmers • Silos owners 	<p>6. Customer Limitations</p> <ul style="list-style-type: none"> • Animal Intrusions • Effects due to environment • Fertility of soil 	<p>5. Available Solutions</p> <ul style="list-style-type: none"> • Electric fences • Humidity Management Models • Crop Management softwares
<p>2. Problems / Pains</p> <p>It is difficult for Large scale farmers to manage and protect their resources from animal intrusions and external factors. There is also no specific software to manage and collect all the relevant information.</p>	<p>9. Problem root / Cause</p> <ul style="list-style-type: none"> • Wild Animals • Environmental Factors (Excess greenhouse gasses, High Temperatures) • Soil fertility 	<p>7. Behavior</p> <p>.</p> <p>Gain knowledge on the existing solutions and try to learn more on the products available in this domain.</p>
<p>3. Triggers to act</p> <ul style="list-style-type: none"> • Real time water sprinklers for controlling humidity • Motion detectors to check on intruders and animals 	<p>10. Your Solution</p> <ul style="list-style-type: none"> • Crop protection from animals using IR motion detectors • A user interface system for farmers to analyze the data • Crop protection from environmental factors such as UV rays, temperature, humidity, moisture content in soil. 	<p>8. Channels of Behavior</p> <p>Gather information from websites and journals about the existing models</p>
<p>4. Emotions</p> <p>Before: Stressed, Unprepared, Helpless</p> <p>After: Stress free, Fearless</p>		